

Home Furnishings Calendar 1950

JANUARY

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HOME FURNISHINGS CALENDAR

* HOME FURNISHINGS CALENDAR is prepared to furnish an accurate list of editors *
 * on national trade and consumer publications. This list covers decorating, ap- *
 * pliances, food building, gardens - every phase of the home furnishings field. *
 * To yearly subscribers this list is free. Non-subscribers pay \$25 for it. Ad- *
 * ditional copies are \$5 each to yearly subscribers. Personnel changes and ad- *
 * ditions are published weekly. Avail yourself of this invaluable service. *
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* One of our important functions is to clear dates so that conflicts will not *
 * arise. Check with us as to available times before scheduling your next affair. *
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* Events are listed without charge in the CALENDAR for approximately six weeks in *
 * advance. Let us have your listing as early as possible so that we may help you *
 * to avoid conflicts in dates and give you increasingly better service. New *
 * events, last minute changes and revisions are added each week as scheduled. *
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 11 Just open	NEW SHOWROOM JUST OPENED This well-known firm yesterday opened a showroom to display their inter- national group of products by contemporary designers. Contact: Florence & Hans Knoll, 601 Madison Avenue, TR. 9-8200.	KNOLL ASSOCIATES 601 MADISON AVE.	21 CHARLES STREET BOSTON, MASS.
Thursday May 11 Just out	HAUNTED HOUSE BOOKLET A new consumer booklet, "Do you live in a haunted house?" deals with what can be done to get more efficient and safer electrical service in an al- ready existing house. May be ordered for consumer distribution at the following prices: up to 1000, \$1.80 per 100; next 4000, \$1.75 per 100; over 5000, \$1.70 per hundred; catalog number M-6. Contact: Frances Armin, Director Consumer Education, Natl. Adequate Wiring Bureau, MU. 2-1500.	NATL. ADEQUATE WIRING BUR.	155 EAST 44TH ST.
Thursday May 11 Just out	MICARTA IN NEW SIZES Micarta, a high pressure plastic bonded to plywood, is now available to architects, builders and home craftsmen in a new range of sizes designed to eliminate waste. These sizes include, 48" by 96" for walls, wainscots and general use; 30" by 96" for counterfronts, wide countertops, sink tops with back splashes; 30" by 60" for table and built-in dinette tops; 24" by 96" for average countertops. The material is distributed through retail lumber yards. Publicity: Berens Organization, Inc. 101 Park Ave., MU. 3-3893.	U.S. PLYWOOD CORP.	LUMBER YARDS
Thursday May 11	CONTRIBUTIONS SOLICITED FROM ALL TEXTILE FIRMS In November an educational history entitled "Textiles on the March" will be published by the Textile Research Institute. Manufacturers and con- verters are invited to tell the part their company has played in the progress made by the industry during the first half of this century. Contact: D. B. MacMaster, Textile Research Institute, LE. 2-2196.	TEXTILE RESEARCH INSTITUTE, INC.	10 EAST 40TH ST. NEW YORK 16, N.Y.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 11 Just out	NEW HOMEMAKER BOOKLET A new booklet, prepared by stylist Margaret Riley, called "Color in Your Home with Fabrics", is now available at 10¢ each to the homemaking public. The booklet incorporates the latest ideas for average home budgets with new color recipes for harmonious decoration. Special problems are covered such as television settings, a young woman's sitting room, draped dressing tables, ruffles for canopy beds, dinette settings, and so forth. Address: Waverly Fabrics Division, F. Schumacher & Co., 60 West 40th St., New York 18, N.Y. Publicity: David Alan Ehrlich, Baldwin & Mermey, 205 E. 42nd Street, New York 17, N. Y., MU. 4-4540.	WAVERLY FABRICS DIVISION	60 WEST 40TH ST.
Thursday May 11	NEW SHOWROOM ACQUIRED Space has been acquired at this address for a new showroom for William Gold, Inc. They will redesign the entire floor plan to create a setting for a complete trade display of carpets and hard floor coverings. Contact: Carpets by William Gold, Inc., 17 East 53rd St., EL. 5-7104.	WILLIAM GOLD, INC.	19 EAST 53RD ST.
Friday May 12	TWO MODEL HOUSES TO OPEN The first of two model houses, sponsored by the Good American Home Project, will open to the press on May 12 in Worcester, Mass., and to the public on May 14. On May 19 the Buffalo house will be open to the press, and on May 21 to the public. Contributions from the public visiting these houses will be used to help cerebral palsy sufferers. Ted Baldwin, Inc., are developers and coordinators of the entire program throughout the United States. Products used are: American Radiator, and Standard Sanitary heating and plumbing; Kelvinator refrigerator and range; Morton kitchen cabinets; Yale & Towne hardware, Bendix appliances; New York Wire cloth screens; Lockport cotton batting insulation; R.O.W. Sales movable wooden windows; Ruberoid shingles; Murphy paints; Standard Coated Products Sanitas; Best Foods food products; Sessions clocks; Cyrus Clark fabrics; Pearlwick hampers. Publicity: Ted Baldwin, MU. 8-2888.	GOOD AMERICAN HOME PROJECT	WORCESTER, MASS. BUFFALO, N. Y.
May 13-21	GREATER CHICAGO HOME FAIR, CHICAGO, ILLINOIS.		
May 13-29	PARIS INTERNATIONAL FAIR, PARIS, FRANCE.		
May 14	MOTHER'S DAY (BY PRESIDENTIAL PROCLAMATION).		
May 14- May 21	SAN DIEGO NATIONAL HOME SHOW, EXHIBIT HALL, BALBOA PARK. CONTACT: IRA W. CURRY, 352 SPRECKLES BLDG., SAN DIEGO, CAL.		

WEEK BEGINNING MONDAY, MAY 15, 1950

Monday May 15- May 20	KATHI URBACH EXHIBIT Three-dimensional paintings, hangings and murals executed in fibre sculpture, a new art form originated for wall decorations by Kathi Urbach, noted designer of decorative accessories, will be introduced to the public on this date in an exclusive metropolitan showing. Motifs and themes vary from the Far Eastern to the American Southwest. Special exhibition pieces will be on display. A preview breakfast for the press, by invitation only, will be held at 8:30 A.M. May 15th. Miss Urbach, will be present on the 15th, 16th and 17th to explain the fine points of her original technique. Publicity for Carole Stupell: Carson-Ruff Associates, MU. 2-2055; for Kathi Urbach; Frances Carter Scott, OR. 5-3815.	CAROLE STUPELL, LTD.	507 MADISON AVE.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 15 12:00 M. Luncheon	MONTHLY LUNCHEON AND TALK The subject of the talk at this luncheon is "How Does Your Table Grow". Speakers are R. Carlton Nelson and Eva Zeisel. Publicity: Florence Felischer, James Lees & Sons, Bridgeport, Pennsylvania.	HOME FASHION LEAGUE PHILADELPHIA BRANCH	WARBURTON HOTEL PHILADELPHIA, PA.
Monday May 15- May 20	NATL. IRISH LINEN WEEK A major annual promotion is being inaugurated by the Irish Linen Guild. During this period special promotions and displays on all types of Irish linen merchandise will be carried out in department and specialty stores throughout the country. Such items as table linens, bed linens, kitchen towels, guest towels, piece goods and so on will be featured with special tie-ins with bride's shops, china, glass and silverware departments, bath and kitchen accessory shops. Publicity: Eleanor Rowlands, Rowlands Associates, 420 Lexington Ave., LE. 2-9292.	IRISH LINEN GUILD	COUNTRYWIDE
Monday May 15- June 16	GOLD MEDAL EXHIBITION The Prize Winners in the preliminary series of exhibits will be shown at this final exhibition. Medals and awards will be given on basis of this show. Contact: Architectural League of N.Y., MU. 5-8400.	ARCH. LEAGUE OF N.Y.	115 EAST 40TH ST.
Tuesday May 16	CERAMIC EXHIBITION For the first time an exhibition of original Northwest ceramics will be held as an annual affair. Exhibit will consist of original work only, produced within the past year by artists residing and working in Idaho, Montana, Oregon and Washington. Contact: Directors, Oregon Ceramic Studio, Portland, Oregon.	OREGON CERAMIC STUDIO	PORTLAND, ORE.
Wednesday May 17 12:00 M.- 7:00 P.M.	EXHIBITION HOUSE FOR TYPICAL DEVELOPMENT An exhibition house, planned to show that good architectural design is possible in a typical suburban development, will be shown to members on this date. Designed by Gregory Ain, it is jointly sponsored by the Museum and the Woman's Home Companion. Floor plan, photographs and additional material are available. Open to the press on Thursday, May 18, from 2 to 5 P.M. Open to the public on Friday, May 19. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART WOMAN'S HOME COMPANION	11 EAST 53RD ST. GARDEN
Wednesday May 17 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON The annual Home Furnishings luncheon will have as its speaker Charles W. Wood, Div. Mdse. Mgr. of Home Furnishings Assoc. Mdse. Corp., on the subject "Home Furnishings have become a fast track - do you <u>really</u> know what is going on today?" Open to members and guests. Contact: Fashion Group, CI. 7-3940.	FASHION GROUP, INC.	HOTEL BILTMORE
Thursday May 18 12:30 P.M.	LUNCHEON A luncheon to be held by the Furniture and Allied Industries Division of the National Conference of Christians and Jews will have as its guest of honor Charles Seiderman, past president of the Home Furnishings Club. Tables for the Club are now being made up. Contact: Irving B. Sherman, LO. 5-1000. Publicity: Henry De Brito, LO. 5-2381.	FURN. & ALLIED IND. DIV.	WALDORF-ASTORIA
May 18- May 27	NATIONAL PICKLE WEEK. SPONSOR: NATIONAL PICKLE PACKERS ASSOCIATION 1012 NORTH BOULEVARD, OAK PARK, ILLINOIS.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 18 Just out	BOOK ON BLOWN GLASS A definitive book on blown glass, "Two Hundred Years of American Blown Glass", by Helen and George S. McKearin, contains 360 black and white and 49 color illustrations. Publicity: Helen Crosby, CI. 6-1700.	DOUBLEDAY & CO.	14 WEST 49TH ST.
Friday May 19 9:30 A.M.- 11:00 A.M.	PRESS BREAKFAST This will be a showing of Romweber originals in Modern, designed by Harold Schwartz, in special settings created by the designer, using his own fabrics and new colors. Publicity: Virginia Burdick, 126 East 19th Street, OR. 4-6462.	MODERNAGE FURNITURE CORP.	16 EAST 34TH ST.
May 19- May 17	ANNUAL EXHIBIT OF STUDENTS' WORK IN INTERIOR DECORATION. CONTACT: TRAPHAGEN SCHOOL OF FASHION, 1680 BROADWAY, NEW YORK, N.Y.		
May 20-28	HOME SHOW, MUNICIPAL AUDITORIUM, NEW ORLEANS, LOUISIANA.		
Sunday May 21- May 24	FIRST WESTERN VARIETY STORES MERCHANDISE SHOW The first show of this type ever to be held on the West Coast is the result of many requests from buyers and manufacturers in the field for a show covering merchandise in the 5¢ to \$5 range. Exhibits will include pottery, china, imports, glass, housewares, stationery, leather goods, lamps, shades, hardware, electrical supplies and so on. Contact: Kay Leber, Show Director, 1355 Market St., San Francisco, 3, California.	WESTERN MERCHANDISE EXHIBITORS ASSN.	HOTEL WHITCOMB SAN FRANCISCO
May 21- May 25	MEETING INSTITUTE OF FOOD TECHNOLOGISTS, EDGEWATER BEACH, CHICAGO, ILL. CONTACT: E. S. STATELER, 520 N. MICHIGAN AVENUE, CHICAGO, ILLINOIS.		
May 21-26	WORLD TRADE AND MARITIME EXPOSITION, FERRY BUILDING, SAN FRANCISCO, CAL.		
Sunday May 21- May 26	ANNUAL STATIONERY SHOW The Fourth New York Stationery Show will be held on the 4th and 8th floors. A dinner dance for exhibitors and buyers will be held Thursday, May 25th, in the Grand Ballroom of the New Yorker. Hours: 9 A.M. to 6 P.M. Monday through Friday; 1 to 6 P.M. Sunday; open until 10 P.M. Thursday; closing 1 P.M. Friday. Publicity: George F. Little Management, MU. 9-7147.	MANUFACTURERS	HOTEL NEW YORKER
May 21- May 27	WORLD TRADE WEEK. SPONSOR: CHAMBER OF COMMERCE OF U.S.A., 1615 H ST., N.W., WASHINGTON, D.C.		

WEEK BEGINNING MONDAY, MAY 22, 1950

Monday May 22 Cocktails	NEW SHOWROOM TO OPEN This fabric house is opening its new showrooms on this date with a cocktail party for the press, <u>by invitation only</u> . Contact: Jack Howland, Res. Mgr., PL. 3-6473.	CROYDEN DECRTVE. FABRICS	509 MADISON AVE.
May 22- May 23	CONFERENCE IN INSURING FACILITIES, EMPLOYEES, AMERICAN MANAGEMENT ASSN. PUBLICITY: EDWARD K. MOSS, PUB. REL. DIRECTOR, BR. 9-6055.		
Wednesday May 24 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PARTY TO INTRODUCE NEW LINE A party for the press, by invitation only, will be held on this date by the Mallinson Drapery & Upholstery Fabrics to introduce their new line of decorative fabrics. Publicity: Hilda Kassell, PL. 9-2917.	MALLINSON DRAPERY & UPHOLSTERY FABRICS	SHOWROOMS 261 FIFTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 25 4:00 P.M.- 9:00 P.M.	PRESS SHOWING A cocktail buffet showing for the press, by invitation only, of the Valley Upholstery Corporation's new 1950-1951 line of upholstered modern pieces will be held on this date. Some case goods will also be shown. Publicity: Ivan Black, Ivan Black Associates, 400 Madison Ave., PL. 5-4760.	VALLEY UPHOLSTERY CORP.	428 WEST 14TH ST.
Thursday May 25- May 26	CONFERENCE The first Plastics Film and Sheeting Conference to be held by the plastics industry will take place on these two days. It is open to all interested in the plastics industry. Publicity: Langdon P. Williams, MU. 6-1490.	SOC. OF PLASTICS INDUSTRY	COMMODORE HOTEL
Thursday May 25- May 27	ANNUAL EXHIBITION The work of the Design Department of this school will be shown at the School Annex on these dates. Prize-winning drawings from the A.I.D. Student Competition in Interior Design and Decoration will be shown. Also scale models and designs of residential and commercial interiors, original fabric and wallpaper designs, furniture design and design in the abstract. Hours: 10 A.M. to 5:30 P.M.; open until 9:30 P.M. on May 25. Contact: Gilbert Werle, PL. 3-0578.	N.Y. SCHOOL OF INT. DEC.	119 EAST 54TH ST.
Tuesday May 26 Going on	NEW SHOWROOM On this date Titus Blatter's new showrooms will be open. These rooms are 25% larger than the former ones with a new front, modern showrooms, executive office by Alphons Bach. Publicity: Harold Siesel, EL. 5-0138.	TITUS BLATTER & CO.	261 FIFTH AVENUE
<u>ADVANCE DATES AND NOTICES</u>			
May 29	GOOD DESIGN SHOW, OREGONIAN HOSTESS HOUSE, PORTLAND, ORE. TO JUNE 3.		
May 29	INTERNATIONAL TRADE FAIR, EXHIBITION GROUNDS, TORONTO, CANADA TO JUNE 9.		
May 30	MEMORIAL DAY (LEGAL HOLIDAY IN MOST STATES).		
May 31- June 2	CONVENTION, NATL. RETAIL DRY GOODS ASSN., HOTEL BILTMORE, LOS ANGELES. CONTACT: J. W. MILLIRON, MILLIRON'S DEPT. STORE, LOS ANGELES, CALIFORNIA.		
Wednesday May 31- June 2	FORTY-SIXTH ANNUAL CONVENTION A three-day annual convention will be addressed by a group of distinguished speakers including Eric Johnston, Paul Hoffman (unless he is sent to Europe), Senator James Mead and many others. Contact: Mr. Elon G. Borton, A. F. A., 330 West 42nd St., New York 18, N.Y., BR. 9-0430.	ADV. FEDERATION OF AM. 330 WEST 42ND STREET	HOTEL STATLER DETROIT, MICHIGAN
June 1- June 2	27TH ANNUAL MANAGEMENT MEETING, AMERICAN MANAGEMENT ASSN., WALDORF-ASTORIA PUBLICITY: EDWARD K. MOSS, BR. 9-6055.		
June 1-30	DAIRY MONTH SPONSOR: NATL. DAIRY COUNCIL, 111 N. CANAL, CHICAGO 6, ILL.		
Thursday June 1 Going on	NEW SHOWROOM TO OPEN On this date Ficks Reed Company's new and larger showroom will be open on the 8th floor at the above address. Publicity: Harold J. Siesel, 424 Madison Avenue, New York 17, N.Y., N.Y., EL. 5-0138.	FICKS REED CO.	305 EAST 63RD ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 5- June 8 Luncheon	CONVENTION TO HEAR TALKS At a meeting of this association on June 5, the speakers will be Mr. Frederick H. Rahr who will discuss "Consumer Preferences in Wallpaper Color and Patterns," and Dr. Howard T. Hovde and Irwin E. Douglas who will speak on "1950 Wallpaper Style and Color Survey." Contact: Miss C. Triffeld, 1421 Chestnut Street, Philadelphia 2, Pennsylvania.	WALLPAPER WHOLESALER'S ASSOCIATION	LA SALLE HOTEL CHICAGO, ILL.
Monday June 5- June 8	PRESS SHOWINGS AND COCKTAIL PARTY The new United Wallpaper line will be shown here on these days with private conferences with editors, topped off by a cocktail party on June 8; all this by invitation only. Cocktail party will be from 4 to 7 P.M. Publicity: Claire Kohn, United Wallpaper, Inc., Mdse. Mart, Chicago, Ill.	UNITED WALLPAPER, INC. MDSE. MART, CHICAGO	HOTEL ST. REGIS LOUIS XVI SUITE
June 5-9	NEW YORK CURTAIN & DRAPERY MARKET WEEK, INDIVIDUAL SHOWROOMS.		
Monday June 5- June 10	KATHI URBACH EXHIBIT A week-long special promotion and display of Kathi Urbach's decorative accessories will be held. Many of her major art pieces will be featured and Miss Urbach will appear on June 5th and 6th to introduce her new fibre sculpture paintings and fabric sculpture murals as well as her 1950 line of decorative figurines. Publicity: Frances Carter Scott, OR. 5-3815.	M. O'NEIL CO.	AKRON, OHIO
June 5- June 12	NATIONAL HOME LAUNDRY WEEK. SPONSOR: AM. WASHER & IRONER MFRS. ASSN., 38 S. DEARBORN, CHICAGO 3, ILL.		
Tuesday June 6 5:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL PARTY Buyers from all over the country will attend the annual fund-raising cocktail party of the League which has been timed to coincide with New York Curtain and Drapery Market Week. The party will be a town fair with prizes and fun for all. Funds raised will be used to continue the activities of the League and the promotion of Home Fashion Time, September 21 to September 30. Anyone wishing to donate a prize should communicate with Esther Parsons, Quanticolor, co-chairman, CI. 6-7441. Tickets are \$3.50 each. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	HOTEL WARWICK
Wednesday June 7 12:15 P.M. Luncheon	MONTHLY LUNCHEON The last luncheon of the season will deal with how to promote Home Fashion Time. Buyers, merchandise managers and display people are invited to attend. Seven authorities will speak: color, Lizette Van Houten; furniture, Harriet Burket; floor coverings, Melva Chesrown; fabrics, Jane Thomson; wallpaper and wall colors, Catherine Blondin; table settings, Mary Davis Gillies; accessories, Margaret Hayes. Tickets are \$4.50 each to cover cost of a booklet, compiled by Lillian Weiss, which tells how one store promoted Home Fashion Time successfully, giving advertising and display information. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Wednesday June 7- June 9	CAROLYN KING SERVICE A promotion featuring Carolyn King, specialist in table decoration, and Columbia Mills lace dinner cloths will be held in the Linen Dept. of this store on these dates. Miss King will address the Solvay Garden Club on "Table Glamour" and will conduct a table decoration contest for local garden clubs. Publicity: J.M. Weaver, Columbia Mills, Syracuse, N.Y.	THE COLUMBIA MILLS, INC. SYRACUSE, NEW YORK	C.E. CHAPPELL & SON SYRACUSE, NEW YORK

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 15 9:00 A.M.- 11:00 A.M.	PRESS PREVIEW BREAKFAST Schumacher's 1951-52 machine print wallpaper collection will be presented to the press at the breakfast preview on this date. There are 24 new patterns and 207 different styles in the collection, with a marked trend to small patterns. Publ.: Philip N. Schuyler, Baldwin & Mermey, MU. 4-4540.	F. SCHUMACHER & CO.	535 MADISON AVE.
Monday June 19 Going on	NEW SHOWROOM TO OPEN A new showroom, owned and maintained by a group of participating manufacturers of various home furnishings products, will open in Room 1147 of the Merchandise Mart on this date. Contact: Everett Brown, Everett Brown Associates, 1448 Astor Street, Chicago 10, Illinois.	INTERIORS FOR LIVING	MDSE. MART, CHICAGO
June 19- June 29	CHICAGO SUMMER MARKET, AMERICAN FURNITURE MART, PUBL.: L. H. WHITING, 666 LAKE SHORE DRIVE; MERCHANDISE MART, PUBL.: WALLACE O. OLLMAN.		
June 19- June 29	GRAND RAPIDS SUMMER MARKET, WATERS AND EXPOSITION BLDGS., GRAND RAPIDS CONTACT: C. F. CAMPBELL, 427 BULTON ST., GRAND RAPIDS, MICHIGAN.		
Monday June 19- June 29	SUMMER CARPET MARKET The dates for the Summer Carpet Market will coincide with those for the furniture market. Publicity: Melva Chesrown, EL. 5-7651.	CARPET MANUFACTURERS	CHICAGO, ILLINOIS
Tuesday June 20 6:45 P.M.	HOME FURNISHINGS CLINIC This clinic, originally scheduled for June 21, has been moved up to June 20 in the Red Lacquer Room of the Palmer House. B. B. Zients, vice president of the City Stores Mercantile Company, will address the clinic on "How To Make Appliance Departments Profitable." Leonard W. Stratton, vice president, Wieboldt's, Inc. will speak on "Standards of Quality in Home Furnishings." Three other speakers, not yet decided upon, will discuss television, operating costs and pre-packaging. Contact: David S. Woog, CH. 4-8780. Publicity: Robert J. Mayer, CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASSOCIATION	PALMER HOUSE, CHICAGO, ILLINOIS
Wednesday June 21 Dinner	HOME FASHION TIME DINNER A gala Home Fashion Time dinner will be held on this date during the Furniture Market. Speakers include Christine Holbrook of Better Homes & Gardens, Margaret Riley of Waverly Fabrics and president of the New York Home Fashions League, Gertrude Dixson of American Home, Lucretia Andujar of House & Garden and Elizabeth Gordon of House Beautiful. Contact: John F. Dempsey, Dir. Home Furnishings Industry Committee, 666 Lake Shore Drive, Chicago, Illinois.	HOME FURN. IND. COMMITTEE	PALMER HOUSE CHICAGO, ILLINOIS

MUSEUM, GALLERY AND GARDEN NEWS

Tuesday May 16- 2:00 P.M.- 5:00 P.M. July 16	PRESS SHOWING A press showing of an exhibition of prize designs for Modern furniture will be held on this date. Private showing for members only will be from 8 to 11 P.M. on the same day and the exhibit will open to the public on Wednesday, May 17. Hours: 12 to 7 P.M. weekdays, 1 to 7 P.M. Sundays. Admission, 35¢. Publicity: Betty Chamberlain, CI. 6-8900.	MUSEUM OF MODERN ART	11 WEST 53RD ST.
May 21- May 27	GARDEN WEEK IN MASSACHUSETTS, TOURS OF OPEN HOUSES AND GARDENS. CONTACT: GARDEN WEEK, HORTICULTURAL HALL, 300 MASSACHUSETTS AVE., BOSTON.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS (Continued)</u>			
Saturday May 26- June 30	ANNUAL ART EXHIBITION The annual art exhibition of the American Academy and the National Institute of Arts and Letters will be open to the public during this period. The exhibition will contain works of newly elected members to the Institute, winners of awards and of \$1000 grants for art. One of the features of the exhibit will be pictures purchased from the Childe Hassam Fund. Publicity: Carson-Ruff Associates, MU. 2-2055.	AMERICAN ACADEMY & NATL. INST. OF ARTS & LETTERS	BROADWAY BETWEEN 155TH & 156TH STS.
Tuesday June 13- June 14	FLOWER SHOW A peony and rose show will be held on these two days in the Colonnades Ballroom. Free to members, 50¢ admission to general public. Hours: 2:30 to 10 P.M. on June 13; 10 A.M. to 4 P.M. on June 14. Contact: Mrs. Elizabeth Peterson, PL. 7-0915.	HORTICULTURAL SOC. OF N.Y.	ESSEX HOUSE
Thursday June 15	ROSE-GROWERS DAY The annual Rose-Growers Day will be held on this date. Publicity: Carol H. Woodward, SE. 3-3200.	N.Y. BOTANICAL GARDEN	BRONX PARK, N.Y.

TELEVISION NEWS

Thursday May 11- May 12 12:00 M. 1:00 P.M.	TELEVISION PROGRAM JUST FOR YOU Margit Seaberg of Bonniers, will discuss on Ann Pringle's program this Scandinavian specialty shop's newest and most interesting items: lamp-shades, a new Kip lamp, a new grocery cabinet, a new centerpiece. She will also have with her two new books on cooking. All the items she discusses will be seen on the program, on May 11. On May 12, Edgar Kauffman of the Museum of Modern Art will discuss the chairs which won awards in the Museum's contest and will display the chairs. Publicity: Lois Brawn, PL. 3-1742.	WNBT CHANNEL 4	NBC 30 ROCKEFELLER PL.
Friday May 12 10:30 A.M.- 11:00 A.M.	TELEVISION PROGRAM "BETTY BREWSTER'S KITCHEN" A new program, "Betty Brewster's Kitchen" will run every Friday for 13 weeks sponsored by Telex Promotions' Corp. The presentation is an extension of Telex' "The Kitchen of Yesterday and Tomorrow" exhibit at 10 West 48th St., coordinated and decorated by Hoffman & Heidrick, which features kitchen products by leading American manufacturers and the setting for the program will duplicate it. While the theme of the show will be product demonstration, guest experts will appear each week to help the new bride, "Betty Brewster", meet her kitchen planning, decoration, lighting, laundry and cooking problems. Publicity: Robert Kalb, MU. 8-2600.	WABD-TV CHANNEL 5	DUMONT TELEVISION 515 MADISON AVENUE

EDITORIAL REQUIREMENTS

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This publication endeavors to keep readers abreast of the newest developments in equipment products and supplies that are made expressly for or can be adapted to institutional use. Contact: Kirke Neltom, Editorial Department, at address above.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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